

SUBJECT TO CHANGE

WINE CO.

2018 Poor Ranch "Smoke + Mirrors" Zinfandel



Grape(s): 100% Zinfandel

Vineyard(s): Sitting at 1,200 feet elevation, Poor Ranch boasts over 200 acres of CCOF certified, dry-farmed Carignan, Zinfandel, Petite Sirah and Syrah, all done in the family's characteristic hands-off approach -- no irrigation, chemicals, sprinklers, nor fans for first protection. Unfortunately, Poor Ranch was affected by the devastating 2018 wildfires and this block of Zinfandel was right on the edge of the flames. Luckily, the Poores were able to curb the fire themselves before wildfire assistance could make it to the property. The vines were relatively unscathed and the crop still came in heavy!

AVA: Mendocino County

Method: The wine received short daily pumpovers and the occasional pigeage during fermentation. After 3 weeks, the grapes were pressed, settled, and racked into neutral barrels for 5 months of elevage. As the juice developed, the environmental impact of the wildfire became more apparent. The resulting wine is sultry, smoldering, and symbolic -- our philosophy is based on transparency and honesty, not smoke and mirrors. We respect the land, we value our farmers, and we are humbled by nature's challenges. This wine is a snapshot of a time and a place in California winemaking history. It's an homage to those affected by the fires and a portion of sales will be donated to wildfire relief funds.

ABV: 13.1%

Case Production: 175 cases

Bottling Date: May 2019

Release Date: September 2019